

Trade Marketing Western Region



Interoffice Correspondence
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To: Tom Garguilo

April 6, 1993

From: Ted Jones

Subject: Certified Grocers Trade Show -- Basic Initiative

As per your conversation earlier today with George Guynes, I am writing to provide you with the details of the upcoming Certified Grocers Trade show, which will held be this June 23rd and 24th.. I believe this trade show represents an outstanding opportunity to grow Basic's business in what is Region 5's second largest wholesale grocer. Currently, P.M.'s percent of black & white business is 5 percent. Certified's Senior Management, based on a meeting with them yesterday, is committed to attaining the 40% figure, which is mandated by this year's Wholesale Masters Program. As P.M. represents 49.9% of their total cigarette business, Certified is well aware of the financial impact of achieving the Full Participation Bonus. This trade show represents an excellent venue to spread the word about this brand to Certified's retailers, most of whom are independents. As a point of information, Certified will soon be opening up a centralized full service ship to point. This organization is increasingly committed to the growth of the cigarette category.

As I believe George indicated to you, our trade show budgets in both Section 53 and 54 have already been committed. Therefore, Region 5 really appreciates anything you can do to provide some funds to enable us to reach Certified's retailers.

Location:	Long Beach, Ca. Convention Center:
Cost of Booth:	\$1,750.00
Promotional Incentives:	Some type of cents off promotion would be ideal.
Sell Sheets:	Sell sheets featuring the new packing would also be useful.
Samples:	Request a limited supply of sample 20s

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Promo card
20¢ - Buy
\$10000
Sample 20
promo.
\$1,000
Check
for display
Bacher.